

AUTO SHOW AT FAIR IS ALL READY

Finest Collection of Good Looking Cars Ever Exhibited Here Is on Display at Grounds and Uptown.

One of the biggest automobile shows in the South this year and by far the biggest and best that has ever been staged in Memphis will be a leading feature at the Tri-State fair, Sept. 20-27.

More dealers and more cars will be represented in the show at the fair than ever before. Between 30 and 50 different makes of cars—more than most people can name—and from one to five models of each make will give automobile owners, prospective owners and looking forward to it as a big event in the automobile business in this part of the United States.

The Memphis Automobile Dealers' association has charge of the big feature and members have taken every foot of available space under the big grand stand.

According to local dealers it would be possible to show twice as many cars, chiefly different models rather than different makes, if more space could be obtained. With a good many, it will be a question of getting the very latest models to show. But these limitations do not detract one iota from the display and the dealers themselves are looking forward to it as a big event in the automobile business in this part of the United States.

The displays are decorated handsomely, splendidly lighted and details will be seen to that visitors at the fair can get the utmost from the show, be it in the showing of cars, the descriptions, and those things that go to make a visit to the department really worth while.

Even to the layman, the list of "makes" carries some significance, while those who know feel that the men back of the particular department will make it worth while.

Such unusual interest has been taken in the automobile show department of the fair this year that a movement has been started to make the automobile show a permanent annual feature and to erect before the 1920 exposition a fine permanent building to take care of automobiles, trucks, gas motor and all other kind of display.

Steps have been taken to make \$150,000 in improvements at the Tri-State fairgrounds before the 1920 exposition, and it is planned to have the automobile building included in the schedule if possible.

SOLDIERS STRONG FOR MACK TRUCK

Among the strongest supporters these days for the Mack truck are the returning soldiers.

"Nearly a day passed," said J. H. Meese, of the McBoe Engine and implement company, local distributors for the Mack, "that one of more soldiers falls to drop in to tell about the Mack's showing over there. There must be something in it, for we have just received orders from the factory in the ordnance department of the United States army has specified Mack's for all service requiring five-ton trucks or larger."

"Many a soldier has told me that whenever they were given the choice of a truck for heavy duty work they always selected the Mack. They bring back most encouraging tales of the Mack's performance under the trying conditions—conditions that would test any piece of machinery made. And Mack always delivered."

TAKE OVER AGENCY.

The local distribution of the Republic tires has been taken over by T. E. Gibb and W. E. Reid, former Republic salesmen. Mr. Gibb and Mr. Reid have been associated with the Republic Rubber corporation for a number of years, traveling out of the St. Louis branch. They have opened a place of business for the sale of tires, gasolines and accessories at 728 Union avenue.

HERE ARE OFFICIALS OF LOCAL FIRM HANDLING FAMOUS INDIANA TRUCK



Left to right: W. K. Hamilton, Sales Manager, and S. G. Gray, General Manager, Indiana-Memphis Truck Co., 19 South Cleveland street.

The Cars On Display For Fair Visitors

The following are the exhibits at the Auto Show at the Tri-State fair:

- Erwin-Hicks Motor Company—Oakland, Nash, Scripps-Booth.
- Thompson Motor Car Company—Jordan, Hypnotic, Dort, Mercer.
- Paige Company of Memphis—Paige.
- Southern Motor Company—Cadillac, Allen.
- H. A. White Automobile Company—Buick.
- McCauley Motor Company—National, Anderson, Auburn.
- Jerome F. Parker-Harris Company—Packard.
- Stratton Automobile Company—Oldsmobile.
- Dixie Motor Sales Company—Franklin.
- Deane Motor Car Company—Cole, Pilot, Moon.
- Superior Motor Company—Chandler, Cleveland.
- Duncan-Richards Company—Pan-American, Monroe.
- Commercial Motor Car Company—Liberty, Apperson.
- Cotton Sales Motor Car Company—Mitchel.
- Mississippi Valley Motor Car Corporation—Kissel Kar.
- Miller Motor Sales Company—Stephens, Commonwealth.
- At their respective show rooms:
- Chickasaw Motor Car Company—Winton Six, Westcott Six.
- Delta Motor Car Company—Olympian, Commodore.
- Tri-State Motor Sales Company—King, Maxwell, Chalmers.
- L. B. King Auto Company—Case, Roamer.

MAMMOTH GARAGE LIVES UP TO NAME

Extensive repairs and improvements that will make it one of the finest and best equipped garages in the country are under way at the Mammoth garage.

The entire front of the building is to be remodeled into handsome offices and drive-in doorways. All the first floor, comprising 30,000 square feet, is being converted.

According to John C. Crenshaw, manager, arrangements have been completed for installing one of the largest painting, top and finishing departments in the city.

SPECKLED VARNISH.

The varnish on the new car frequently becomes speckled after its first encounter with a rainstorm. These spots are hard to get off, but a treatment with raw linseed oil and salt and malt vinegar applied with plenty of elbow grease will come as near turning the trick as anything.

HINGE LUBRICANT.

Linseed oil mixed with a small amount of graphite is recommended as a lubricant for door hinges and latches, which seldom receive attention in this way. Ordinary cylinder oil has a tendency to run, which is not desirable at this location, because the clothes of passengers are likely to come in contact with it.

AVERAGE MOTOR VEHICLES FULL

It is no longer a matter of developing catchy new designs and equipment to attract the average motor car buyer. Today the average prospect for an automobile has become a very definite type. His wants, and the best way to satisfy them, have been catalogued and should be available to every motor car dealer.

What the average prospect wants is the very best value for the money he spends. He places his bets in getting a car that looks first, is reliable in service, is the shrewdest and best of an automobile cannot lure him from his quest for the car that can deliver the goods most efficiently. Says H. H. Hull, manager of the Union Motor Car company, distributors of Hypnotic.

By service, I mean he wants a car that will perform well and faithfully, in securing this he gets utility. He wants to be known that the car he buys will stand up under ordinary conditions—and under extraordinary ones, too. Secondly, he wants economy in operation. Initial cost is secondary to this, I believe. But economy in operation has nothing to do with the car's cost. It is economical yet without sacrifice of service and utility. Thus far he will go.

Next after economy in operation comes design from the standpoint of care and accessibility. Better personal services have taught too many motor car owners that the expense necessary in making some minor adjustments on a poorly designed car is too great to ever let them select a new model without keeping the accessibility of its innermost parts well in mind. Design from the purely mechanical side in matters of power and strength are covered with any of the foregoing, but this last requirement is fulfilled perfectly. His car must have the requisite strength and perfect motor, ample body room, comfortable upholstery and attractive design, and also the essential labor and trouble saving devices.

"I have written down these points in order of their relative importance, but do not in any way suggest that the car which meets all but one point will ever be selected by the average prospect. The car which meets all but one of these demands is as badly off as if it met none of them.

LEXINGTON ON OUT WITH NEW TYPE OF CLOSED CAR

Important among the early fall announcements in all-season motor cars is that introducing the Lex-Sedan, an exclusive enclosed model designed by the Lexington Motor Car Company, of Connersville, Ind., Caro-Holmes, Inc., local distributors.

This new car is described as a decided innovation in closed car design. Its chief claim to distinction is that it has the appearance of being built in "one piece" or as a single unit. For the first time, it is said, the body has been built from the top, reversing the former method of building the top to fit the body. As a result the designers have obtained in the Lex-Sedan a type not found in the prevalent types—an effect which marks it as a work coach-building art.

The Lex-Sedan is of the new four-door type. The sides of the body are unusually high and the doors all are of full width. The six side-windows are of equal size and are square in shape to conform to the straight-line design of the roof. The upper corners of the windows can be lowered or raised or entirely removed as the weather dictates or the occupants wish.

OLD OIL FOR SPRINGS.

Most car owners drain the oil out of the crankcase about three times a year, and as a general rule this used oil is simply thrown away. By active 50 per cent of kerosene in this waste oil an excellent spring lubricant is obtained. The method of using the mixture is to spray it over the springs once a week. The oil furnishes the lubricating means, while the kerosene keeps the springs free from rust.

PIPE CEMENT.

Brown shellac mixed with graphite makes an admirable cement for pipe joints and connections which are subjected to heat and compression. The two ingredients should be mixed to a paste and smeared over the joint needing treatment.

VASELINE FOR TERMINALS.

The car owner should not forget that ordinary vaseline is perhaps the best medium available for coating battery terminals and connectors. The vaseline has the great advantage of preventing corrosion from acid or water that may have been spilled.

HELPING THE AUTHOR.

James Well, did you get a check from your publisher? Bonee—Yes, just a card saying, "Give us a rest!"—Cartoons Magazine.

TIRE DON'TS.

Don't run your car with the wheels out of alignment. Wheels that "don't track" are gutters for rubber.

Don't let your inflation get below the point recommended by the tire dealer. Under-inflation is costing thousands of tire builders working overtime.

Don't over-inflate. If you like the sensation of solid tires, buy a wagon.

Don't ignore small cuts. A patch in time saves dollars.

Don't buy tires smaller than recommended by the manufacturer for a car of the weight of the one you own. It isn't economy.

Don't forget to remove and re-rotate your tires every three months. They appreciate a change and will pay for it.

Don't blame the tire if it "blows" after standing idle in a warm garage all winter. Tires don't thrive on a hibernation diet of heat, oil and grease.

COOPER BATTERY, IMPROVED TYPE, NOW ON MARKET

The spacious plant of the Cooper Storage Battery Manufacturing company, at Madisonville, Cincinnati, O., has been set in operation after months of preparation. All the machinery has been installed and an intensive campaign is now under way to catch up with the production schedule.

The battery will be ready for general distribution on Oct. 1. At present, the plant will have a capacity of 250 storage batteries a day. This will later be increased to more than 400 batteries a day, as orders now on hand demand such a schedule. The battery will be distributed over a wide area, and in storage battery circles the announcement of the Cooper storage battery has long been awaited.

The organization is entirely complete, with Leon Percy as chief engineer and production manager. C. W. Noll will handle the sales. Mr. Percy has had a wide experience in building batteries—covering a period of 15 years. He formerly was connected with the Detroit Battery company, following a term with Willard.

The Cooper battery will carry an exclusive and secret feature, produced by Mr. Percy, in the construction of the plates, and a longer battery life is claimed. Mr. Percy's secret in the matter of composing plates comes in the active material.

The sales of the Cooper storage battery in this territory will be handled by the plates, and a longer battery life is claimed. Mr. Percy's secret in the matter of composing plates comes in the active material.

CHECK ON CARBURETOR.

Many cars have no provision aside from a strainer in the tank for keeping dirt out from the carburetor. Owners of such vehicles will do well to fit a trap in the fuel line. All the big carburetor makers offer these traps, which are to be placed in the line near the carburetor or in the bottom of the tank. The trap catches all the dirt and water and should be cleaned out regularly once a month.

ENGINEERS ESSENTIAL ON HIGHWAY BOARD

"Traffic engineers will be essential members of the general staffs of national and state highway departments of traffic are to be met," says George C. Diehl, chairman of the good roads board of the American Automobile association.

"Highway traffic is already at a point where it overwhelms railroad traffic and has given rise not only to the engineering problems of building highways durably, but to traffic problems which call for wider highways on main routes and involve consideration of such traffic questions as co-ordinating parallel roads, providing detours, economically locating roads with reference to tonnage and passenger requirements, routing traffic, sign posting highways and the conduct of construction and repair work to interfere as little as possible with the flow of traffic. The order of confusion in the handling of these great traffic problems than any other conceivable agency.

"To emphasize the magnitude of traffic we should bear in mind that probably 75 per cent of the 7,000,000 motor vehicles which will be registered this year will be confined to not over 25 per cent of the highway mileage in addition to city streets. This would mean about 17 vehicles to the mile, or about one to every 60 feet. To show how easily traffic may become congested on a narrow road, take for illustration the Baltimore-Washington road and assume that a motor truck passes a given point at a speed of 15 miles an hour at 15-second intervals.

"As the truck would travel 22 feet a second, there would be one truck for every 10 feet, and if you only take 823 trucks to thus fill up the whole space between Baltimore and Washington. Any fairly long train of trucks would, therefore, congest all passenger travel to a degree where the situation would become acute. We do not have to look far into the future to see just such conditions and we must realize that only by wide roads or parallel roads can such situations be met. Just where and how much the road should be widened where the parallel roads should be built, where the heavy types of construction should be located, where detours should be provided are problems which call for traffic surveys."

WAR HAS DEVELOPED NEW BUYERS CLASS

"The war has developed and brought into the market for automobiles a new class of buyers," said Stewart McDonald, president and general manager of the Moon Motor Car company of St. Louis. "These are the people who have never before owned an automobile and in many cases they are people who had never hoped to own one."

War conditions made many people prosperous who would not have been prosperous under old conditions. High wages have come to mechanics and others of that class and have given them comfortable bank accounts, better living conditions and that natural desire which every man has to let his family enjoy life.

"Say what you will to the contrary, the whole world has come to know that one way to enjoy life is to spend a good part of it in a motor car going and coming and looking and seeing, at ease and in comfort and with speed. Hence,

LAUDS OLYMPIAN AS A REAL CAR

"When it comes to a question of performance we have taken an one of the finest cars in the country—the Olympian."

So declared George A. Rollins, sales manager of the Paige Motor Car company, local distributors for the Comet Six and the Olympian ultra-four. Rollins is more than enthusiastic over the Olympian. "I saw it in the mountains of California and in the deserts," he exclaimed. "I know what it will do. It stands up with the best of them."

Rollins comes to the Delta Motor Car company with 18 years' experience with the largest auto manufacturers in the country. He knows the automobile business inside and out; backward and forward; and on a recent trip into Mississippi placed orders with two agencies for immediate delivery of 80 Olympians.

"The Comet, too, is taking a strong hold in our territory," he said, "and we are finding an enthusiastic reception for our two cars all up and down the line."

FUEL STOPPAGE.

With the engine, after being started, runs for a minute or two and then stops, the first place to look for trouble is in the gasoline feed line. A partial stoppage in the pipe will lessen the flow of fuel so that the float chamber fills slowly. On being started the motor at once consumes this gasoline and then has to wait for more. There is another possible cause of this trouble, and that is in the float of the carburetor sticking. Of course if the float is stuck in a high position the flow of fuel will be greatly lessened or even stopped.

SHORT CIRCUITS.

There is frequently danger of short circuits in the battery because of the fact that one of the terminals is located near the metal handle used for lifting the battery. To obviate this danger it is only necessary to slip a short length of rubber tubing over the wire at the point where the contact might be made. To do this the tubing should be slit lengthwise, slipped over the wire and taped firmly in place. It is a good plan to follow this practice wherever there is danger of the wires rubbing off their insulation and so establishing a short circuit.

STICKING VALVE CAPS.

Occasionally a valve cap will stick and defy all ordinary efforts to loosen it. When this occurs, run the engine for a little while until the cap is heated and then pour a little water in the recess of the cap. This causes a sudden cooling which makes the metal contract, permitting the cap to be easily unscrewed.

A Special Invitation

You are cordially invited to accept this as your personal invitation from us to inspect our display when you visit the Tri-State Fair.

It makes no difference whether you are a car owner or not—we want the privilege of showing you some of the latest Paige models.

We have gone to considerable trouble to make this exhibit, and we are confident that whether you are an automobile fan or not you will find it not only worthy of the great Paige name, but of real interest to you.

Paige cars have won a strong position in the confidence and affection of the motoring public. The reputation they enjoy can be won and held only through genuine merit. The 1919 models of "The Most Beautiful Car in America" are universally conceded to be the finest this company has ever turned out—the greatest values the market now offers. That is why we want you to see them.

We ask the privilege of your presence in our exhibit at the Fair so that you may at least run your eye over these beautiful cars and see for yourself why they have seized upon the popular fancy.

Do not miss our exhibit. You will be pleased; you will be interested. We shall expect to see you and your friends there, and shall be pleased to make you welcome.

The Paige Company of Memphis

INCORPORATED
263-269 MADISON AVENUE

Wayne Winners

It is one thing to get business, another to keep it. The discriminating motorists these days insist on seeing what they are getting. They demand the "WAYNE WAY" of dispensing oil and gasoline—the one infallible method of insuring clean, filtered gasoline, accurately measured. The clock-like dial, in plain sight, tells the fraction of a gill the amount sold.

Attractive Pumps, Attractive Prices.
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T. W. HALL, Local Mgr. 245 Monroe Ave.

"You See Them Everywhere"